

SPECIFICATION AMENDMENTS

Replace the paragraph beginning at page 1, line 7 with:

For advertisement on Internet, banner advertising is popularly used as shown, for example, in Japanese Laid Open Patent Publication No. 2001-188730. A banner advertisement is a graphical image 202 of a specified shape (for example, rectangle) on Internet Web page 201 as shown in FIG. 34 (A), and in this banner image 202, characters and graphics (banner images) of company names and product names of advertisers are illustrated, and at the same time, tags for linking to servers of each advertiser are embedded. Clicking on the banner images 202, as shown in FIG. 34(B), is able to take the user to advertiser's web page 205. However, this kind of conventional banner advertising is delivered ~~indiscriminatingly~~ indiscriminately from advertisers, or advertisers judge characteristics of individual users and deliver advertisements that would suit to the users.

Replace the paragraph beginning at page 1, line 17 with:

Banner advertising by conventional techniques is not provided by making the best of interactivity, which is the basic feature of communications using communication networks, but is primarily based on the ~~intension~~ intention of the advertisement delivery side with convenience of advertisers taken into account. It is said to judge features of individual users and deliver advertisements that would suit ~~to~~ their feature, but this is first and foremost based on the judgment of advertising delivering side, and because to achieve this, matters related to user privacy must be brought up to advertisers, ~~it contains~~ so there are problems of spillage of privacy information.

Replace the paragraph beginning at page 2, line 1 with:

Today, while refurbishment of communication network is taking place, an advertisement delivery system that is suitable for the new age is being awaited. The conventional banner advertisement is an advertisement delivery system based on the way of advertising before the communication network emerges, and is based on ~~the~~ the logic that is the same as that of advertisement delivery of mass media, and does not go beyond the

bounds of that logic and remains old-fashioned. Therefore, it is requested ~~for that~~ an advertisement delivery system ~~that it considers~~ consider not only the convenience on the advertisement delivery side but also user's information collecting means.

Before the paragraph beginning at page 9, line 13, replace the heading with:

BRIEF DESCRIPTION ~~FOR~~ OF THE DRAWINGS

Replace the paragraph beginning at page 10, line 3 with:

FIG. 11 is an explanatory diagram of one example of a banner database;

Replace the paragraph beginning at page 10, line 4 with:

FIG. 12 is an explanatory diagram of ~~the other~~ another example of a banner database;

Replace the paragraph beginning at page 10, line 5 with:

FIG. 13 is an explanatory diagram of one example of a category ID/advertisement ID database;

Replace the paragraph beginning at page 10, line 7 with:

FIG. 14 is an explanatory diagram of ~~the other~~ another example of a category ID/advertisement ID database;

Replace the paragraph beginning at page 10, line 10 with:

FIG. 16 is an explanatory diagram of one example of a banner database with category;

Replace the paragraph beginning at page 10, line 12 with:

FIG. 17 is an explanatory diagram of ~~the other~~ another example of a banner database with ~~category~~ categories;

Replace the paragraph beginning at page 10, line 15 with:

FIG. 19 is an explanatory diagram of one example of a user ID/category ID database;

Replace the paragraph beginning at page 10, line 17 with:

FIG. 20 is an explanatory diagram of ~~the other~~ another example of a user ID/category ID database;

Replace the paragraph beginning at page 10, line 22 with:

FIG. 23 is an explanatory diagram of one example of a user ID/advertisement ID database;

Replace the paragraph beginning at page 10, line 24 with:

FIG. 24 is an explanatory diagram of ~~the other~~ another example of a user ID/advertisement ID database;